

F. E. Dosch

PACIFIC FRUIT EXPRESS COMPANY
PAC FRUIT EXPRESS CO.
SACRAMENTO CALIF.

September News Letter

1955 SEP 16 AM 7 44

San Francisco, September 16, 1955

ALL P.F.E. EMPLOYEES:

just

P.F.E. Loadings

	1955			1954		
	<u>PFE Cars</u>	<u>Foreigns</u>	<u>Total</u>	<u>PFE Cars</u>	<u>Foreigns</u>	<u>Total</u>
August	36,043	3,970	40,013	30,662	4,613	35,275
Jan.-Aug.	229,665	25,886	255,551	241,283	27,939	269,222

Car Situation -

Car situation was satisfactory during August and is currently on a sound basis. Heavy loading of PFE cars in August will result in a good westbound tide during September which is expected to provide ample protection of requirements without foreign car assistance other than BARs. Demand for fan equipped cars will increase during September and will necessitate close supervision of available supply to afford protection desired by shippers.

Crop Conditions - Western Territory

In Oregon movement of the Rogue River pears commenced during the latter part of August and will be heavy during September. The Klamath Basin potato crop is about three weeks late, and movement is not expected to start until the end of September.

In Northern and Central California melon shipments are expected to be slightly heavier than last year due to later season. Lettuce and vegetable movement from Salinas has been in good volume and sufficient acreage is available to produce heavy shipments during September should market conditions continue favorable. The Tokay grape crop at Lodi is late due to adverse weather and shipments will not start until about September 12th. While total tonnage is expected to be heavier than last year, quality is poor, and with late season shipments are expected to be lighter than last year. The Emperor grape crop is also late and shipments are not expected to start until the last week in September.

Southern California citrus movement is expected to continue at a heavy rate during September. Vegetable shipments from the Guadalupe District should continue in normal volume.

Crop Conditions Along Union Pacific

In Idaho movement of early potatoes has been light due to poor markets. During the first part of September demand for long Whites and early Russetts improved slightly, shipments picked up, and steady volume should maintain balance of month. Tree fruit shipments have

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Southern California citrus movement is expected to continue at a heavy rate during September. Vegetable shipments from the Coachella District should continue in normal volume.

Crop Conditions Along Union Pacific

In Idaho movement of early potatoes has been light due to poor markets. During the first part of September demand for long Whites and early Russets improved slightly, shipments picked up, and steady volume should maintain balance of month. Tree fruit shipments have

not reached expected volume due to poor markets; however, a fair movement is expected during September.

In the Northwestern District shipments during September will consist principally of tree fruits and volume will be governed by market conditions.

In Eastern District, Nebraska potato movement is practically cleaned up. Shipments from Colorado are averaging about 15 cars per day and should continue this rate through September. Peach movement is in good volume and should reach peak early in the month.

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There is attached copy of an address by Mr. W. G. Peoples, Vice President - System Freight Traffic, Southern Pacific Company, before the annual meeting of the California Chapter, American Society of Traffic and Transportation, held on August 25th. I commend his remarks to the earnest attention of our younger employes, and hope they will find therein inspiration to follow his suggestions for their own personal development and improvement.

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"Anyone can do his work, however hard,
for one day. And this is all that life
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-Robert Louis Stevenson

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K. V. PLUMMER

Attachment

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TRANSPORTATION GOES TO SCHOOL

By W. G. Peoples
Vice President, System Freight Traffic
Southern Pacific Company

Members of the American Society of Traffic and Transportation and guests:

I consider it a special privilege to be invited to speak on the occasion of the annual meeting of the California Chapter of the American Society of Traffic and Transportation. The interest and enthusiasm manifested in the purposes and objectives of the Society are indicated here today by the large turnout of our members.

It is also pleasing to see among the guests so many of our junior associates - young men who have joined the ranks of America's second largest industry - transportation - the very backbone of our economy.

Among the 1200 members of the Society are the top men in management and leadership in the industry today. But, looking toward tomorrow, we must encourage our junior associates so that they will be properly equipped to take over the reins and keep our chosen profession in its proper perspective.

So, on this occasion, I want to address myself to those who will succeed us.

My message to them is simply this: There never have been so many opportunities nor such good ones for beginning persons in the field of traffic and transportation as there are today. All of us here know that. So does the government. Commissioner Howard G. Freas of the Interstate Commerce Commission summed it up last June when he said there's a "crying need for more highly skilled and trained personnel" in the traffic field. In my own company, there's never been a time when we had a greater need for more trained people to win their way to jobs of great responsibility.

In short, the door to rapid advancement has never been readier to open wide for the young man in transportation who has the proper key. It's up to the young man himself to get himself the key.

That key is schooling, and that is what I'm going to stress today. Transportation as a general field is "going to school" itself these days. To put it another way, the classroom and professional theory and procedure are coming into the transportation field. But none of this can count for much unless individuals - and particularly the beginners in traffic and transportation - keep pace. To seize the opportunities, they'll have to fit themselves - by study.

Now it's true that most of our junior associates already have completed quite a bit of formal schooling. Why keep going back for more, particularly on their own time, many may ask. Isn't it better to continue to concentrate on learning on the job, to get the practical experience? Why go back to books?

Well, it's a fact that books and academic theory don't hold all the answers for problems we in traffic and transportation

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Well, that's a fact that books and academic theory don't hold all the answers for problems we in traffic and transportation

find ourselves up against every day. Everyone concedes that. But schooling stimulates thinking. It develops the power to analyze. It's the light which shows where progress and prosperity lie. Education gives you the mental tools to dig out the answers which aren't in books. Schooling fits a man to cope - to cope with other men in many varied situations.

As for on-the-job training, essential as it is as a first consideration, it's no longer enough. In our day, railroads rather approved schooling which came from the University of Hard Knocks. Today the "catch as catch can" method isn't enough. The whole American economy has grown tremendously complex and fast moving.

There just isn't time to find the years necessary for the old apprenticeship training system. For one thing, beginners are older when they start these days; they've spent more time in school before undertaking their livelihoods and careers. For another, the pressures of their duties are so strong it's well nigh impossible for them to keep abreast of changes and theories just in the course of the day's work. Study usually must be done on their own time.

Of course, there always are exceptions. Some individuals may be able to learn enough on one job to fit themselves for the next job up the ladder. But I consider such a person may be depriving himself of a job several notches higher, by not taking advantage of outside study and schooling opportunities. You can learn to swim by being dumped unceremoniously into the water. But you may never really develop style or form. You will likely have lots of waste motion by the trial and error method alone. You can't go as far nor as fast as a person who learned right.

A paramount reason why outside studying by beginners in transportation is really the best means of getting hold of the key to opportunity is that the field itself is changing. The jobs in it are changing too. The beginner has to back off and get perspective to see this. Otherwise he may not see the forest for the trees. Schooling helps avoid this kind of short-sightedness.

The traffic manager of a few years ago was like a full-back who carries the ball. He did a job assigned, and he bulled it through. But today, he's more like the quarterback who analyses the field, sets up the play - and handles the ball as well.

It seems to me an editorial in Traffic World last week puts the changes very clearly. I'd like to quote from it. The traffic manager of not too long ago was the man "who deciphered tariffs, interviewed solicitors and wrote bills of lading for his company. Now it seems quite apparent that the title is not sufficiently descriptive...in many instances he does things and is required to know things far beyond the narrower area known vernacularly as traffic."

He needs to know how to handle field trips to hunt good sites for plants - and inter-plant traffic - and buying and operating trucks and cars - and even airplanes. Traffic and transportation managers truly have duties which go "far beyond the technical aspects of purchasing and supervising the movement of goods."

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In today's fast moving, complicated industrial life, there's increasing recognition of the vital role of the traffic and transportation manager. As the job has become more and more important, so has the individual who fills it. He's more than a technician. He's become an executive.

Industry magazines comment that the transportation man is being offered a seat at the table of the board of directors in increasing number. One says "the thing to wonder at in such cases is not that the traffic man has become a vice president, but why he wasn't raised to that dignity long ago."

A big reason for the growing recognition of traffic men is the wider realization by industry of something we railroad men have always known: No matter how good your product is, it's of no use if you don't move it. And moving it today requires consideration of competition and many other factors in the economic situation.

In discussing the new competitive conditions in transportation with me recently, James G. Lyne, the editor of Railway Age made this observation: "The railroad traffic man today who is not a student and an analyst, and also what would be called an intelligence officer in military circles, is a traffic man who is overlooking his principal responsibility and his greatest opportunity."

Yet there's one thing even more important. Failing this ingredient, nothing much can come of any undertaking.

I'm talking about gumption. That's the main thing. When I say I am addressing myself to the starters in our field, I mean particularly the self-starters. The men who realize that while opportunity exists, it won't come to them unless they go to it. The men who make their own breaks. The ones who won't wait for the company to send them to school, but who'll spend time and effort on their own hook to fit themselves for stepping into the opportunities. The men who'll do it on their own.

E. G. Plowman, vice president and general traffic manager for the United States Steel Corporation, describes this kind of man as a person "with the willingness to burn the midnight oil in learning one's job." These are the men who'll get the praise - and the plums. They'll speed ahead.

Granted that the starters in our field have gumption, what are the mechanics for going after opportunity by means of schooling and self-help? Well, we always have four or five of our own Southern Pacific traffic boys attending night classes. Also there are correspondence courses. There's nothing to beat outside reading on your own, either. There are the industry journals like Railway Age, Railway Freight Traffic, Traffic World, and Modern Railroads. There are the magazines like Business Week, Fortune, and Nations Business. There are the news magazines like Time and News Week, which have excellent business sections. And, for day in and day out instruction, there's the business section of your daily newspaper.

The broader your reading and outside study, the better. This is an age of specialization, but one can easily take too narrow

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a view in traffic and transportation which touch life at every point. The broader-gauged a man in this field is, the better. He's got to see the whole picture - production and distribution - as it relates to railroading. For transportation is the belt line of America's mass production system.

And of course, other advantages of broad outside study are that you get the other fellow's viewpoint. You learn his problems too, the better to meet them.

By urging our junior associates to resume their schooling on the outside on their own initiative, I don't mean they should pass up any of the schooling programs which their companies may run for them. The idea of industries running "private schools" for their employes is a relatively new one, and beginners should make the most of it.

Let me tell you for a moment what my company, the Southern Pacific, is doing in the way of these programs. We continually conduct schools for our people, and we send our people to schools conducted by others. In Los Angeles, for example, we have a training program for traffic employes between the ages of 25 and 35. Programs include a series of two-hour conferences twice a week. College professors are brought in to lecture. Department heads come in to explain how their departments work. Men from industry come in to tell their needs and problems. In San Francisco we have a similar program for freight department folks. Experienced rate men and freight salesmen tell the groups about their work. They help the beginners decide which part of the over-all freight traffic field they might most profitably concentrate on. Those wishing to learn more about rates and rate-making, for instance, get every chance to do so. In Houston, Texas, we're inaugurating similar programs. And so it goes, all over the railroad.

For our more senior associates, the SP sends men to such training courses as the Advanced Management Program Course at Harvard University, to the Executive Development Program of the graduate School of Business at Stanford University, and to similar courses at the California Institute of Technology.

For all our people we carry on a human relations conference training program, to help them find effective ways of dealing with people. This program was pioneered during the war and is still going strong.

I'm sure all of us here also are aware of the tremendous help this Society stands ready to give persons in traffic and transportation who have the gumption to continue their schooling. The Society states in broad terms what should be studied, helping beginners to chart their fields of study. Then it distributes pamphlets in the thousands with suggestions both to students and teachers. Additionally, the Society stands ready to test the student by examination, and present him with a certificate attesting to his competence.

Moreover, the Society can give financial help. As President C. J. Goodyear told us in his New Year's message, the

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But above all, and I hardly think this can be over-emphasized, show gumption. Our company always has been progressive in its programs and its recognition of what our people are doing on their own. But we know the progress follows initiative, the desire to improve, and a curious mind. A long time ago Julius Kruttschnitt, a former president of the Southern Pacific, pointed out - when a company hires a young man it puts his foot on the first rung of the ladder to the top. From then on, it's up to him.

We'll help those who help themselves. We'll do more - we'll make it easy for them to help themselves. None of us is going to stand in their way. Al Heiner told us in his remarks last year, "it's old fashioned to think that you should not allow someone under you to do a good job because he may take yours. A good man underneath you never pushes you out of your job; he pushes you up into a better job." Everyone benefits by aiding the junior persons on their rise to the top. But the one thing no one can do for anybody else is to instill initiative in him. That's up to the individual.

In closing, I want to quote from a commencement address delivered last June by Southern Pacific's president, Donald J. Russell. Speaking to the graduates at the Loyola University in Los Angeles, President Russell said:

"In this competitive system, your best security lies in an all-out effort to seize opportunity. I believe that no pension system or guaranteed annual wage, or any other arrangement whereby you will be watched over and taken care of, is half so important as your opportunity, through sustained effort, to make your own way upward. Your God-given brains and the fine training you have received here, put to work with energy, purpose and enthusiasm, will create for you the only true security there is - the knowledge and satisfaction that you are growing and contributing to the fullest of which you are capable."

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